

Fig. 1

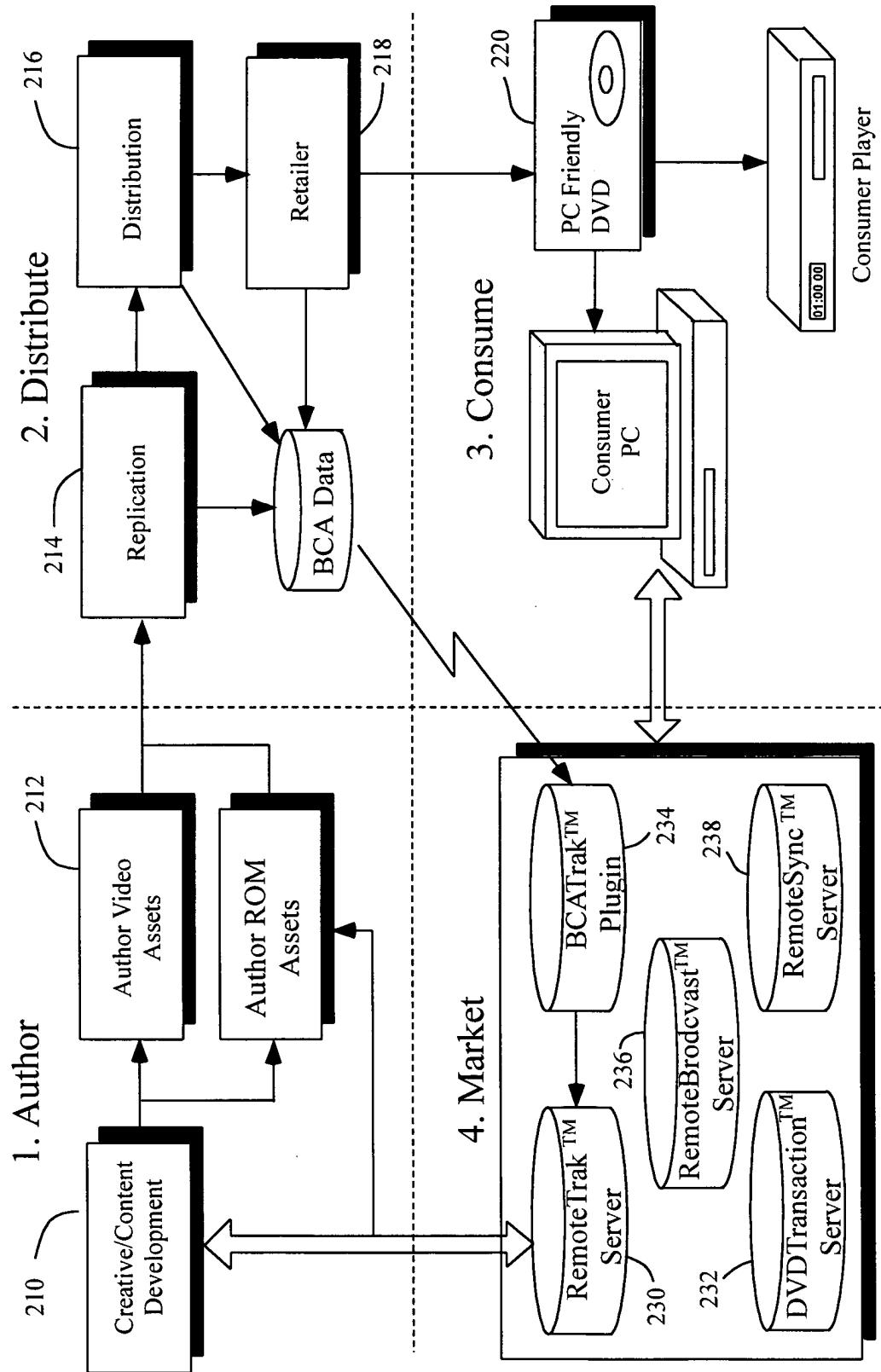


Fig. 2

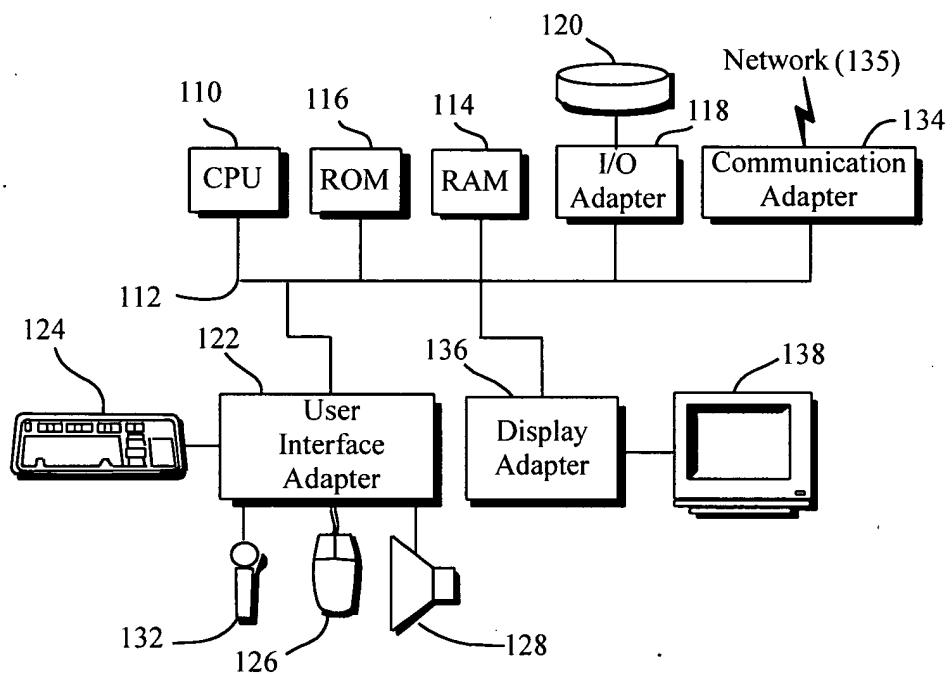
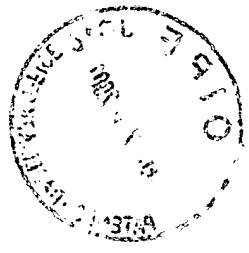


Fig. 3



DVD Life Cycle (pre-InterActual)

Overview:

- 1) Very similar life cycle to video cassette: video is authored, distributed to retail centers/outlets, purchased by consumer for playback on TVs.
- 2) Linear life cycle: No further contact with consumer.



DVD Life Cycle (w/InterActual's Software)

Overview:

- 1) PC market offers a completeley new phase to DVD's life cycle: marketing. Motivating PC consumers to purchase and interact with DVDs provides for additional branding and direct marketing opportunities online.
- 2) Performance and usage information collected online can be used to influence content creation process - turning the linear life span into a cyclical one.
- 3) Internet can be used to deliver new content.

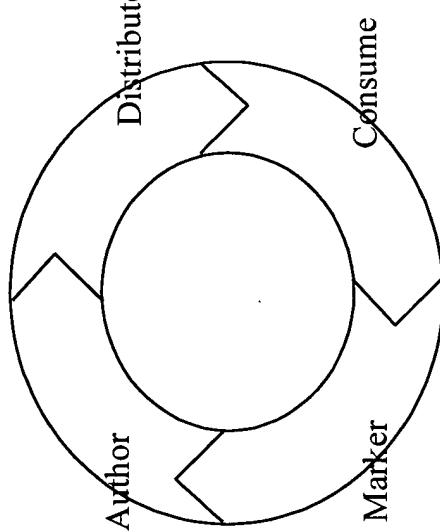


Fig. 4

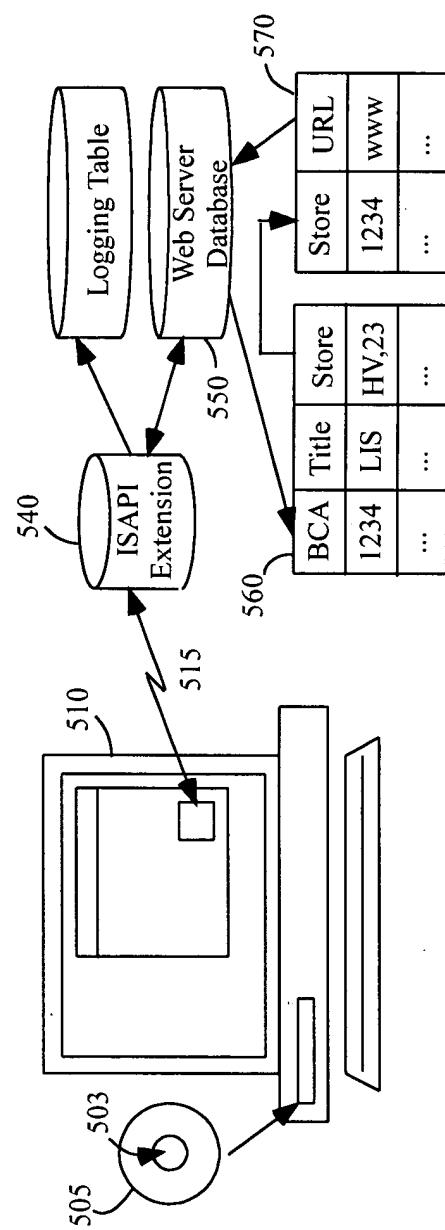


Fig. 5

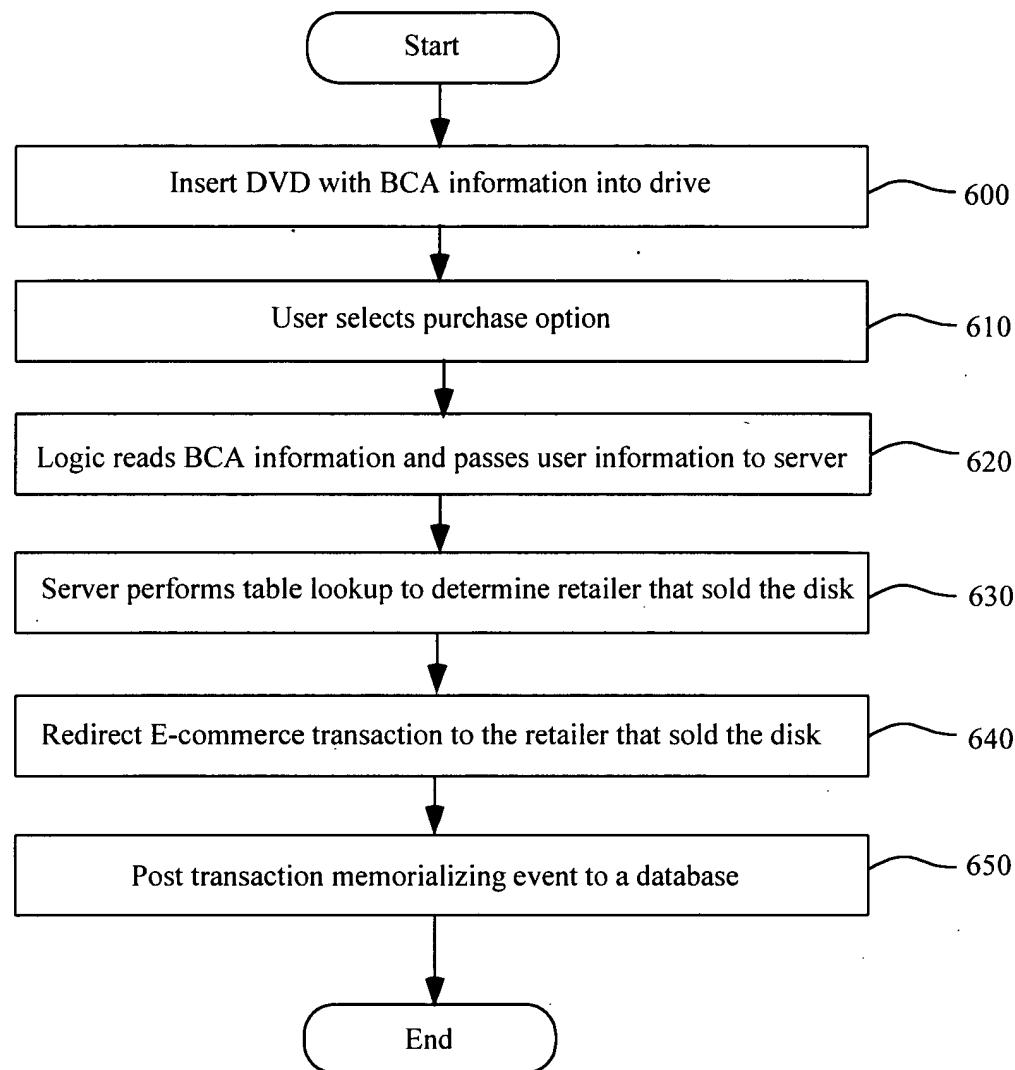


Fig. 6

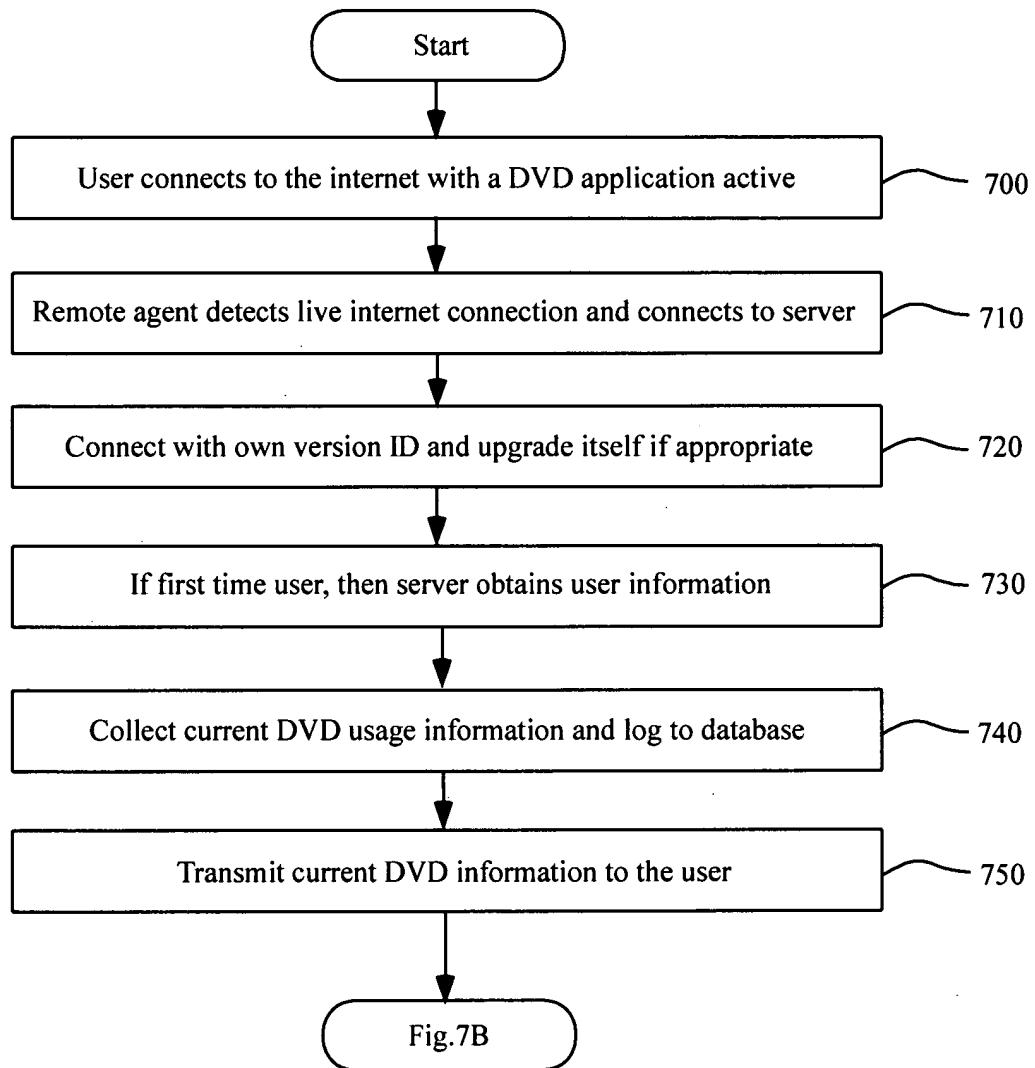


Fig. 7A

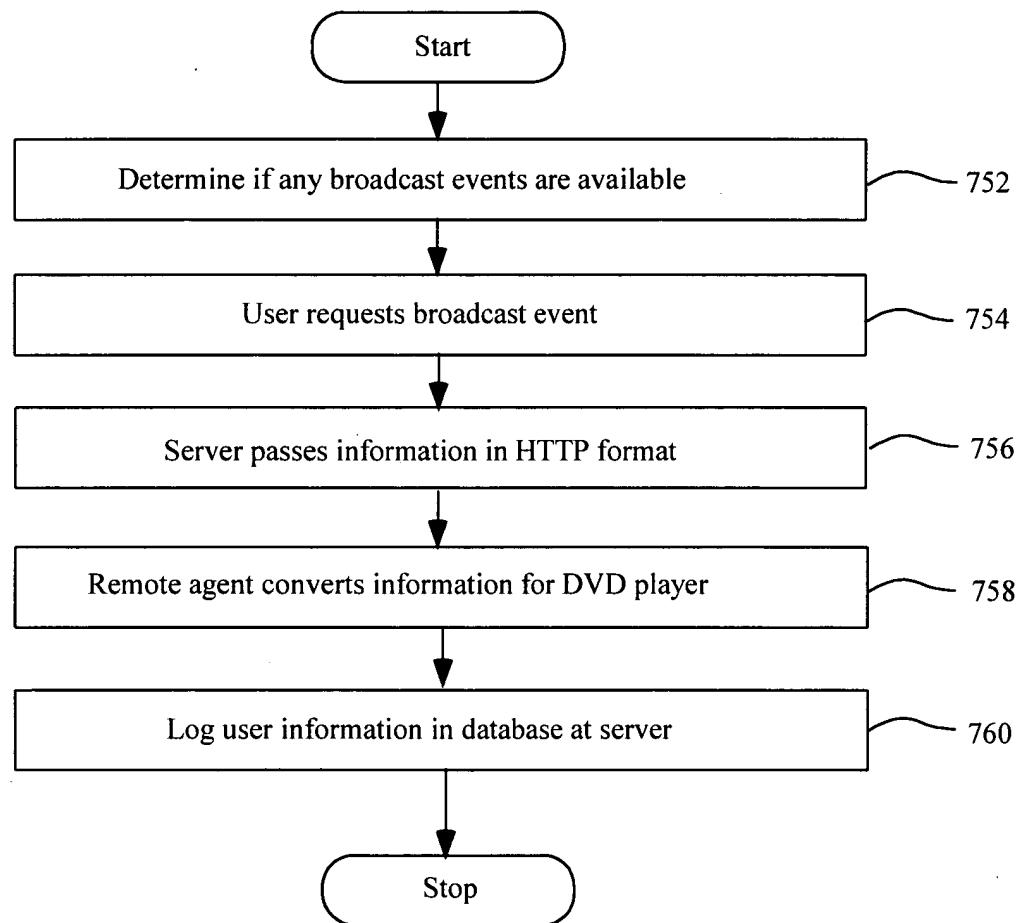


Fig. 7B

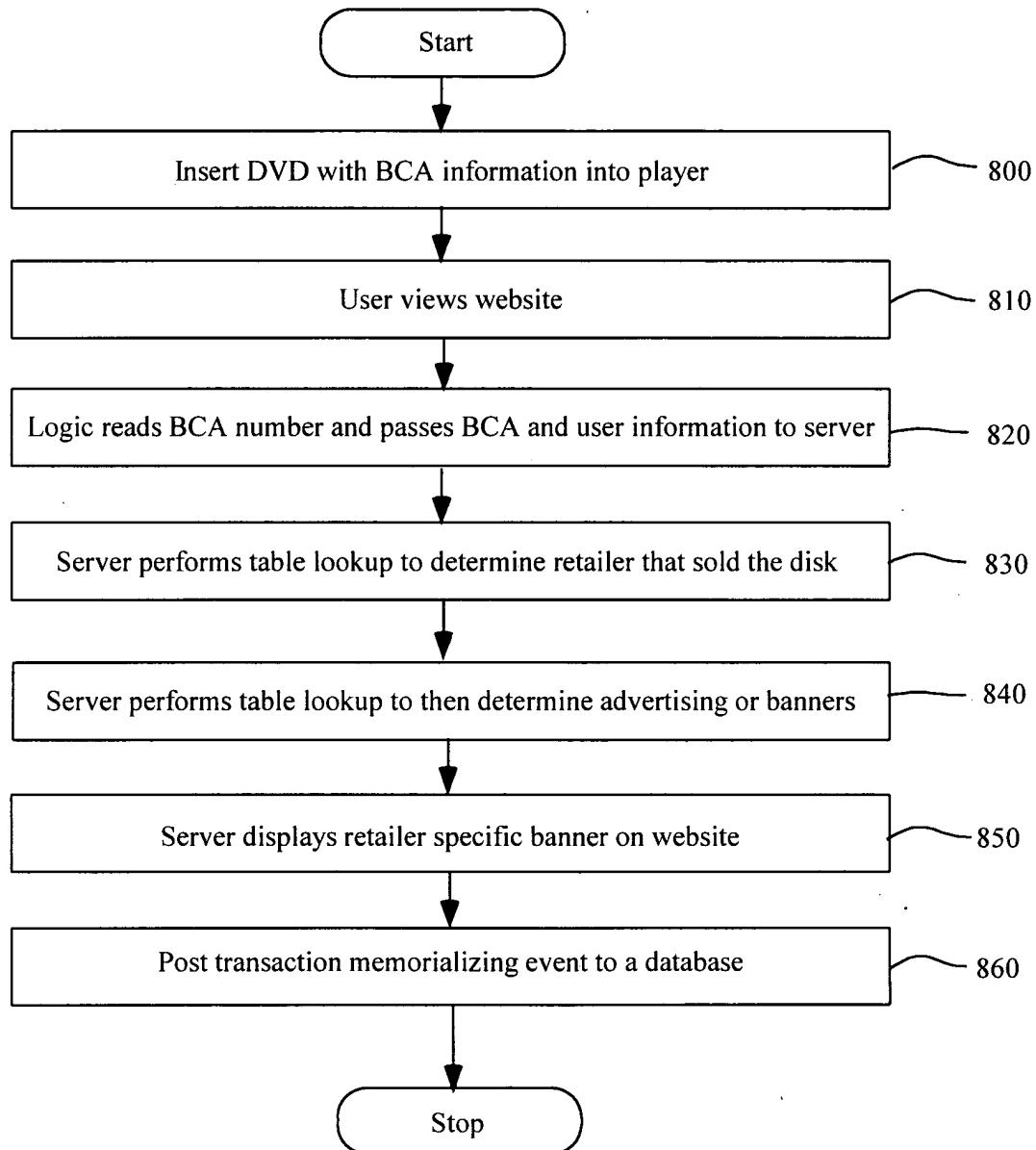


Fig. 8

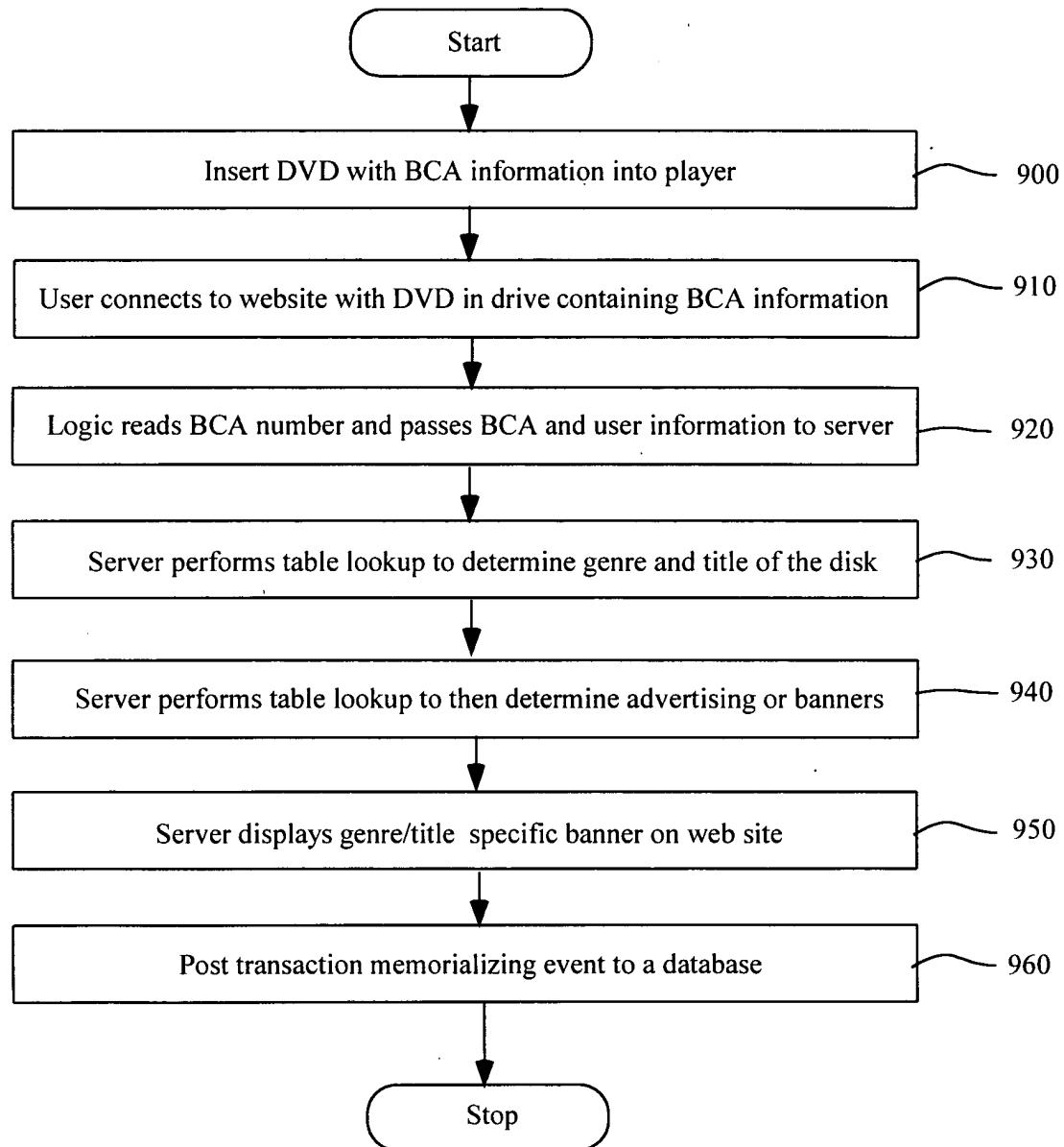


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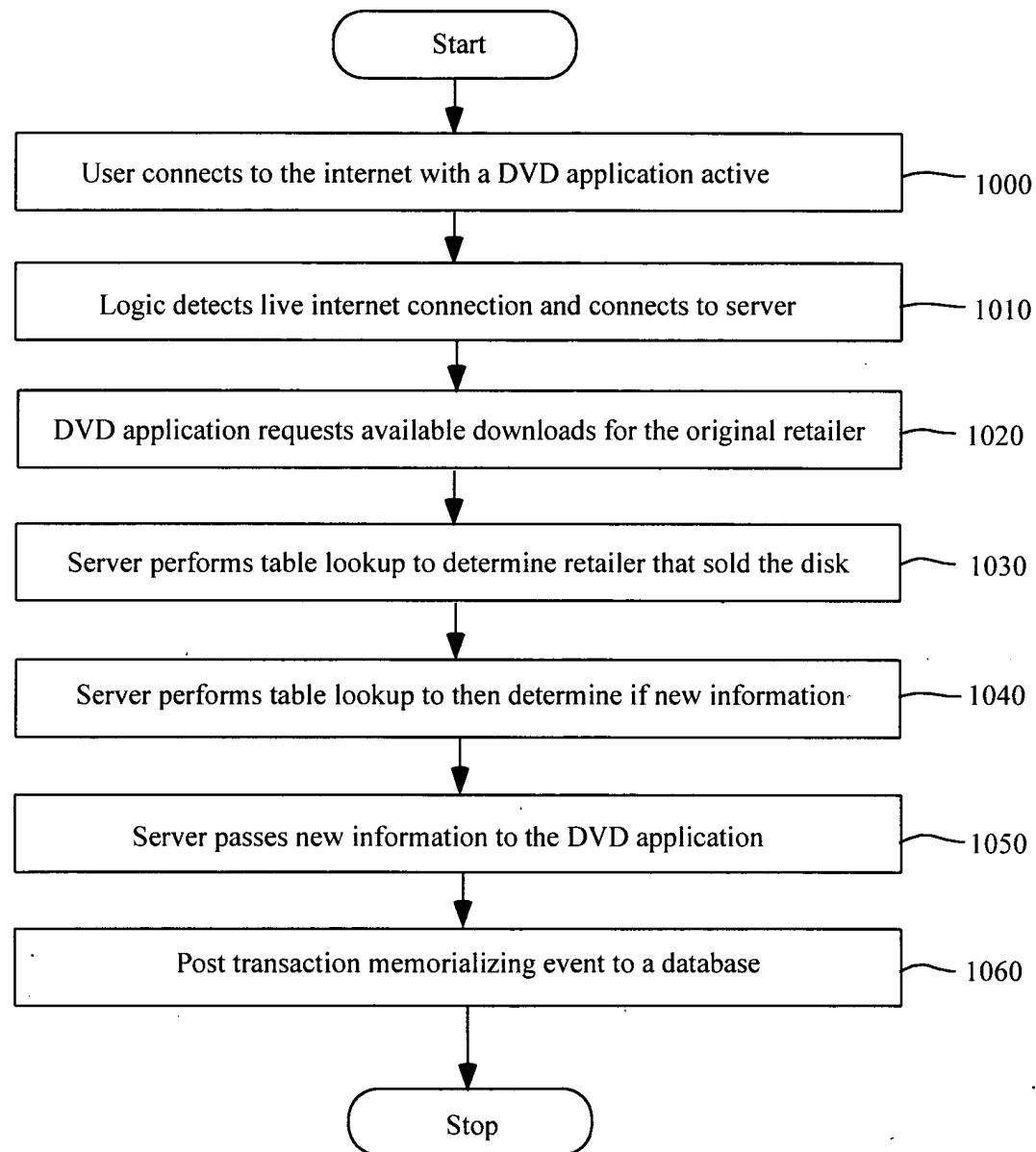


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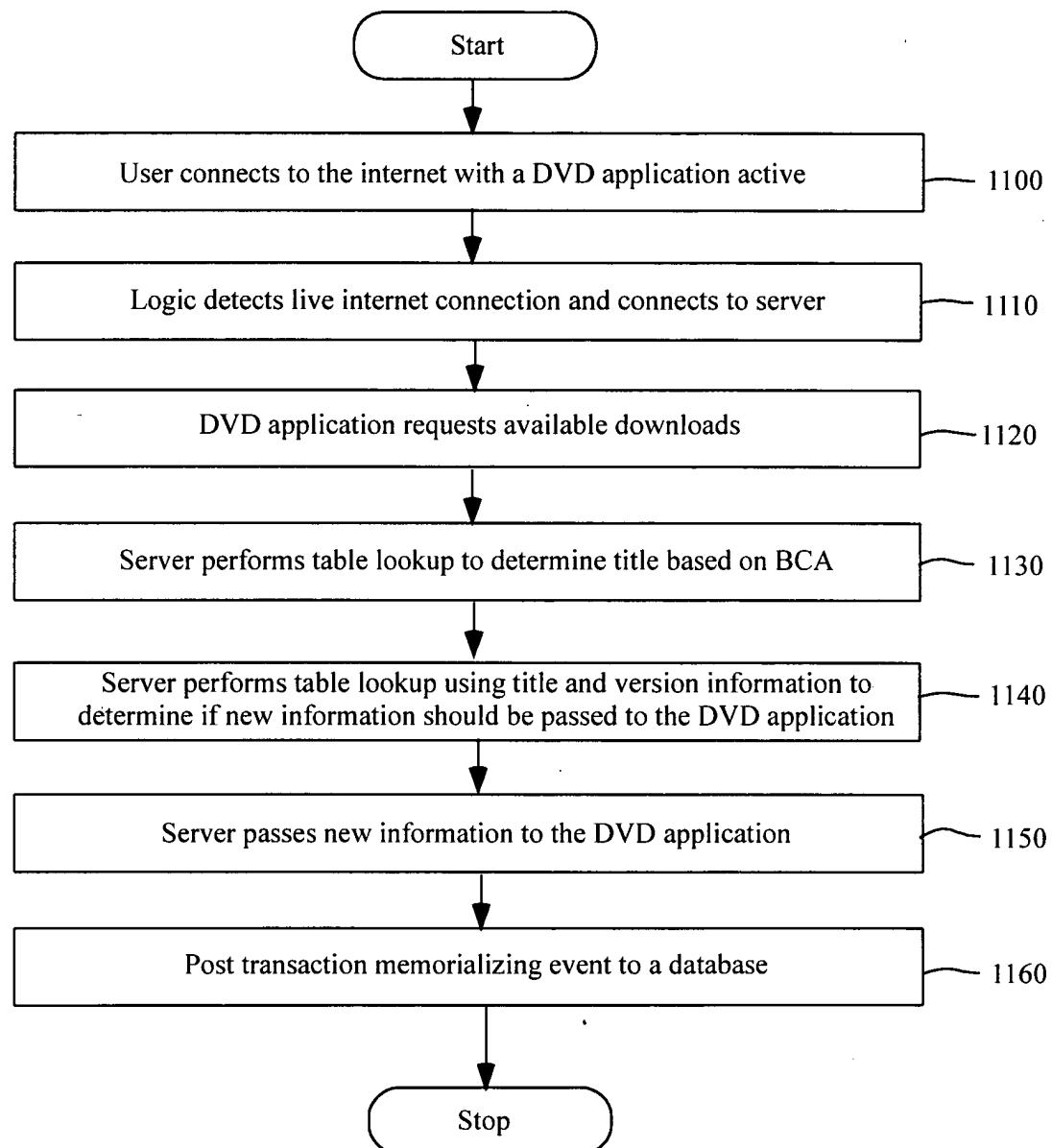


Fig. 11

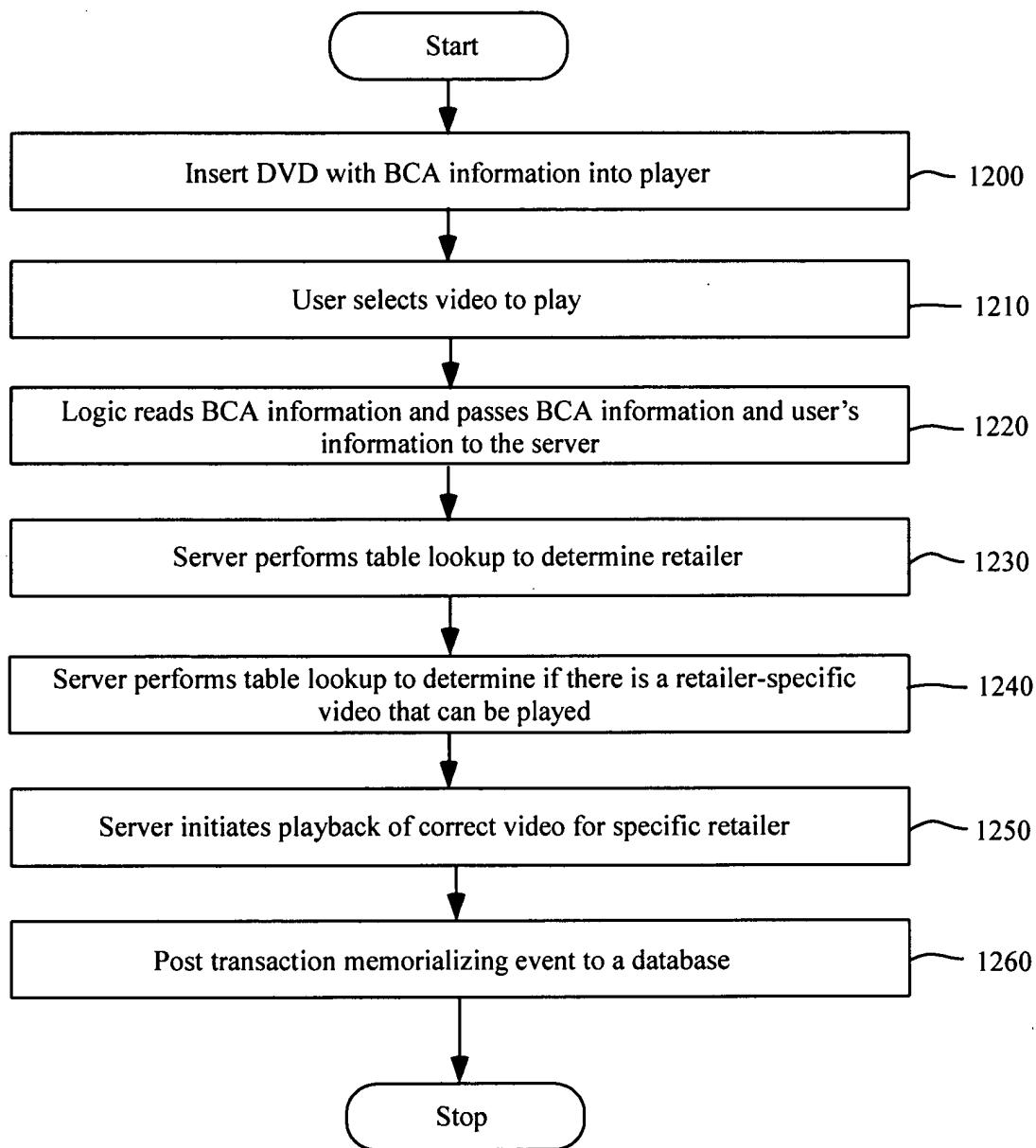


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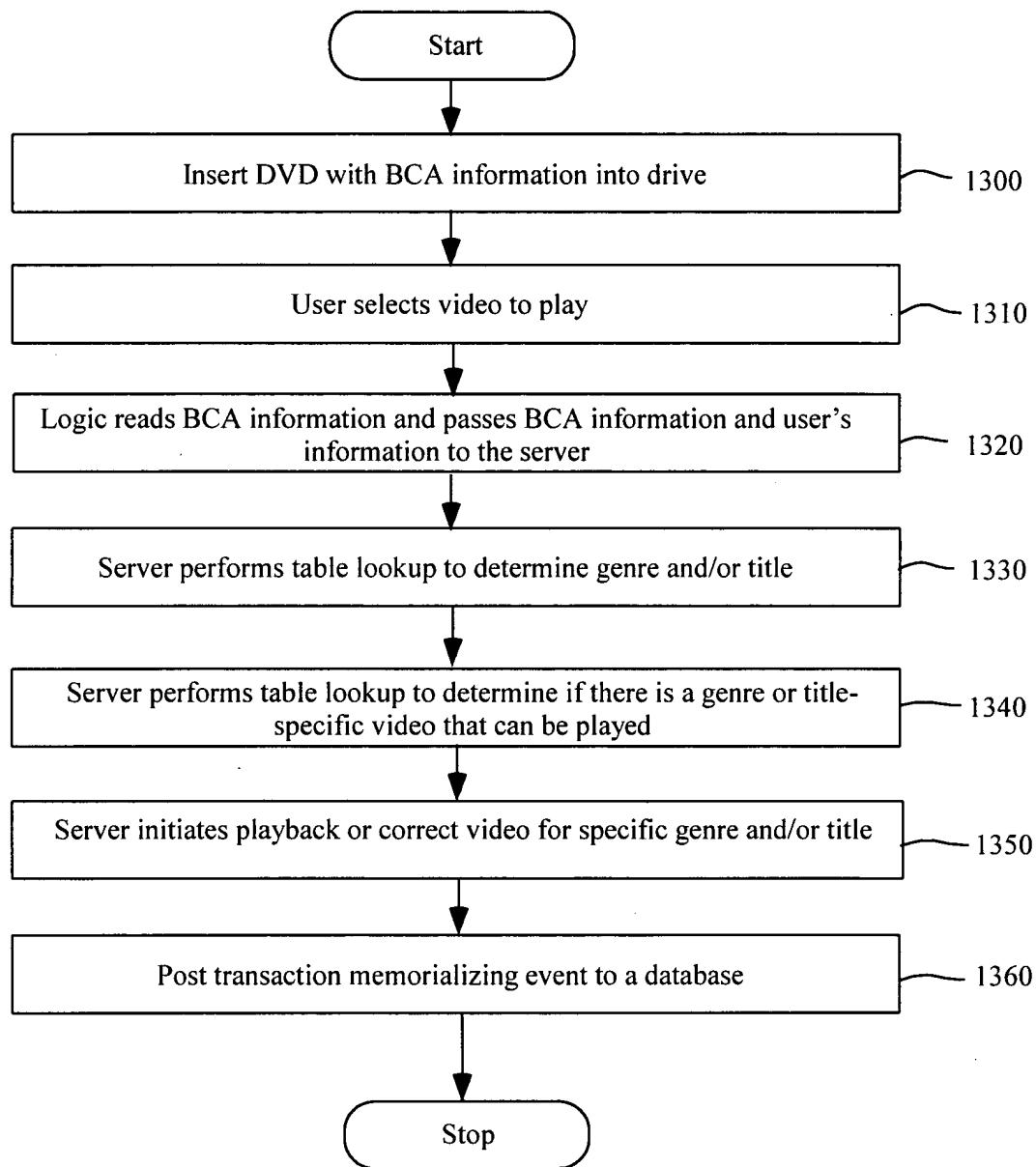
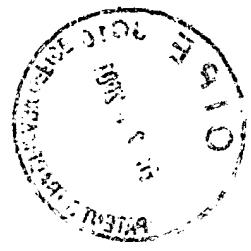


Fig. 13

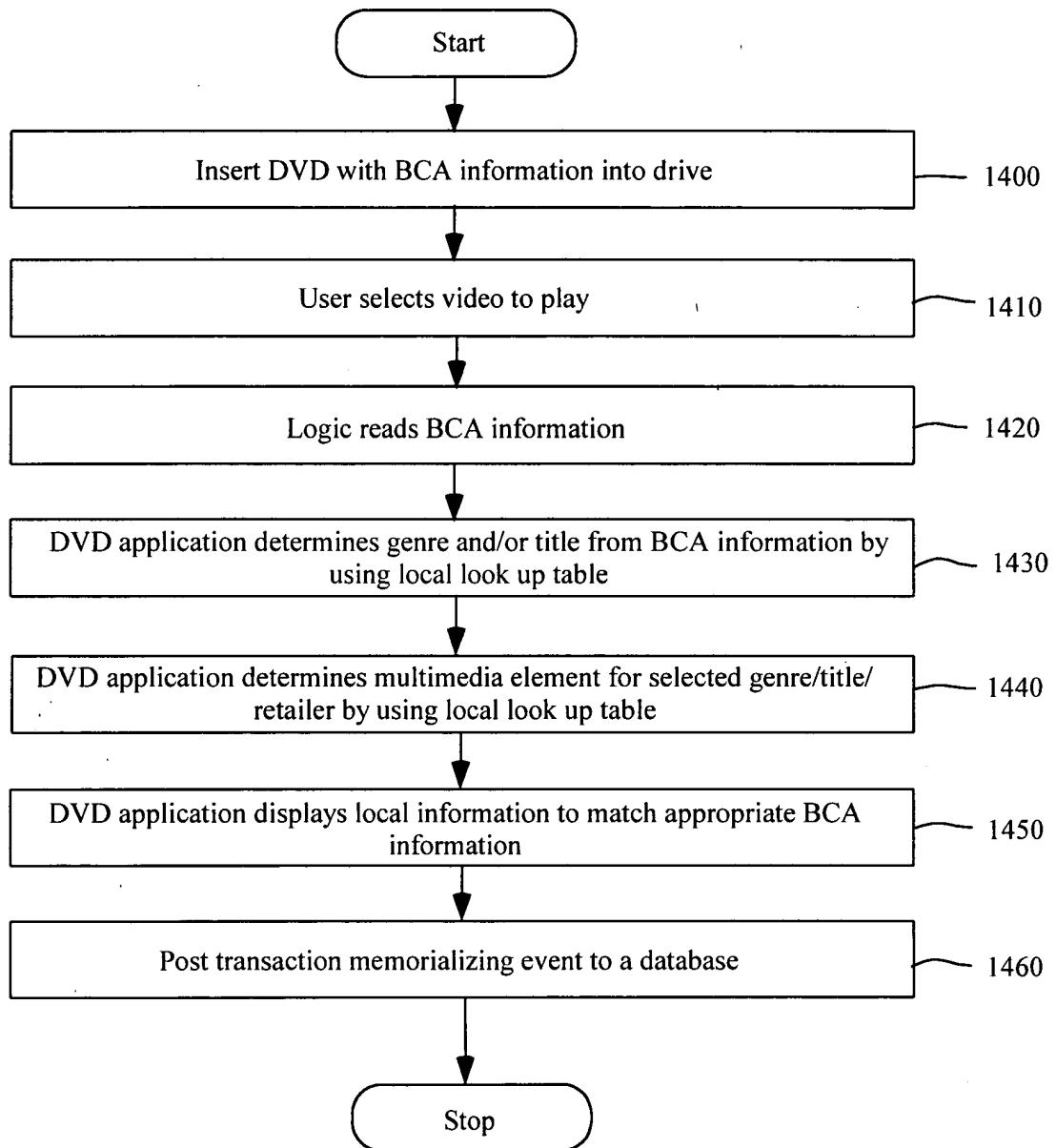


Fig. 14

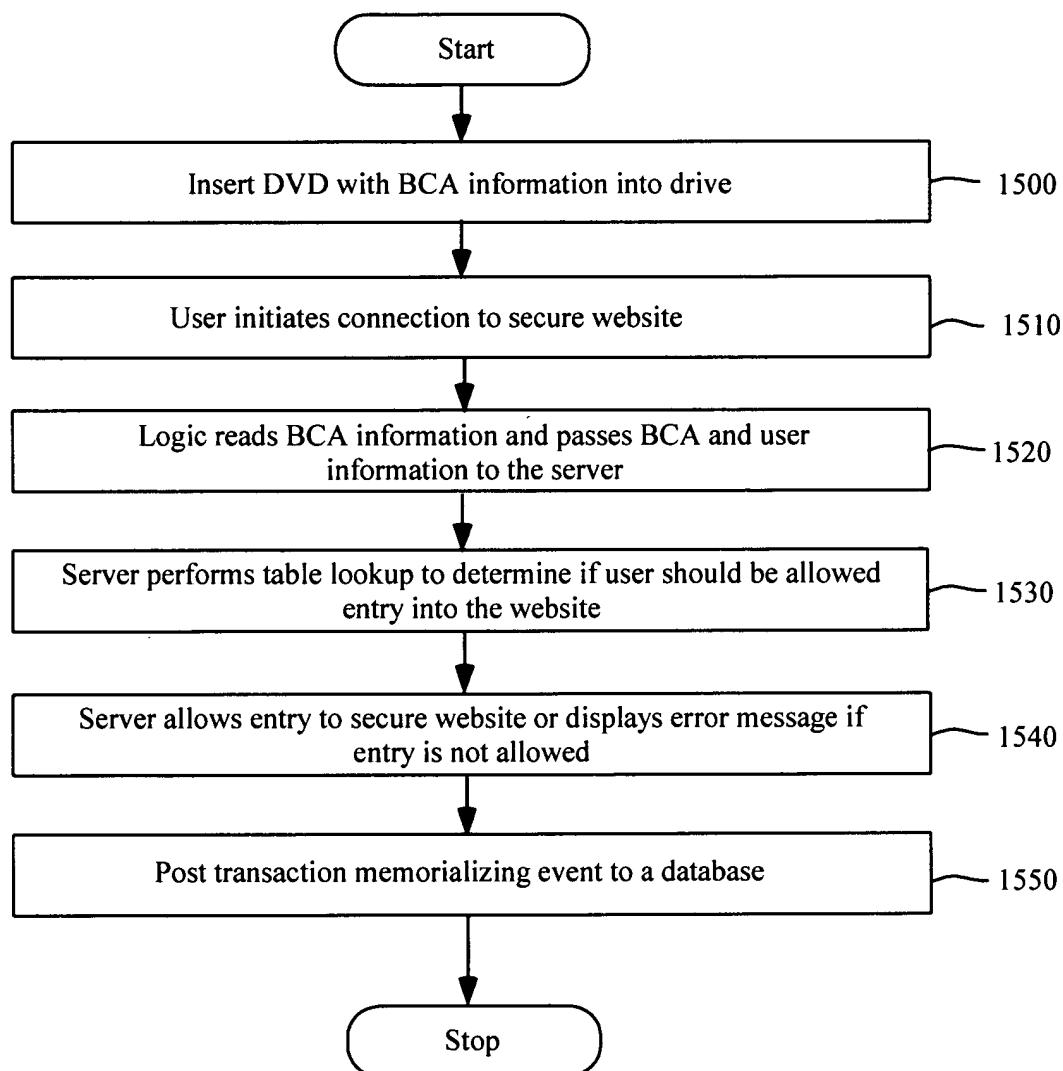


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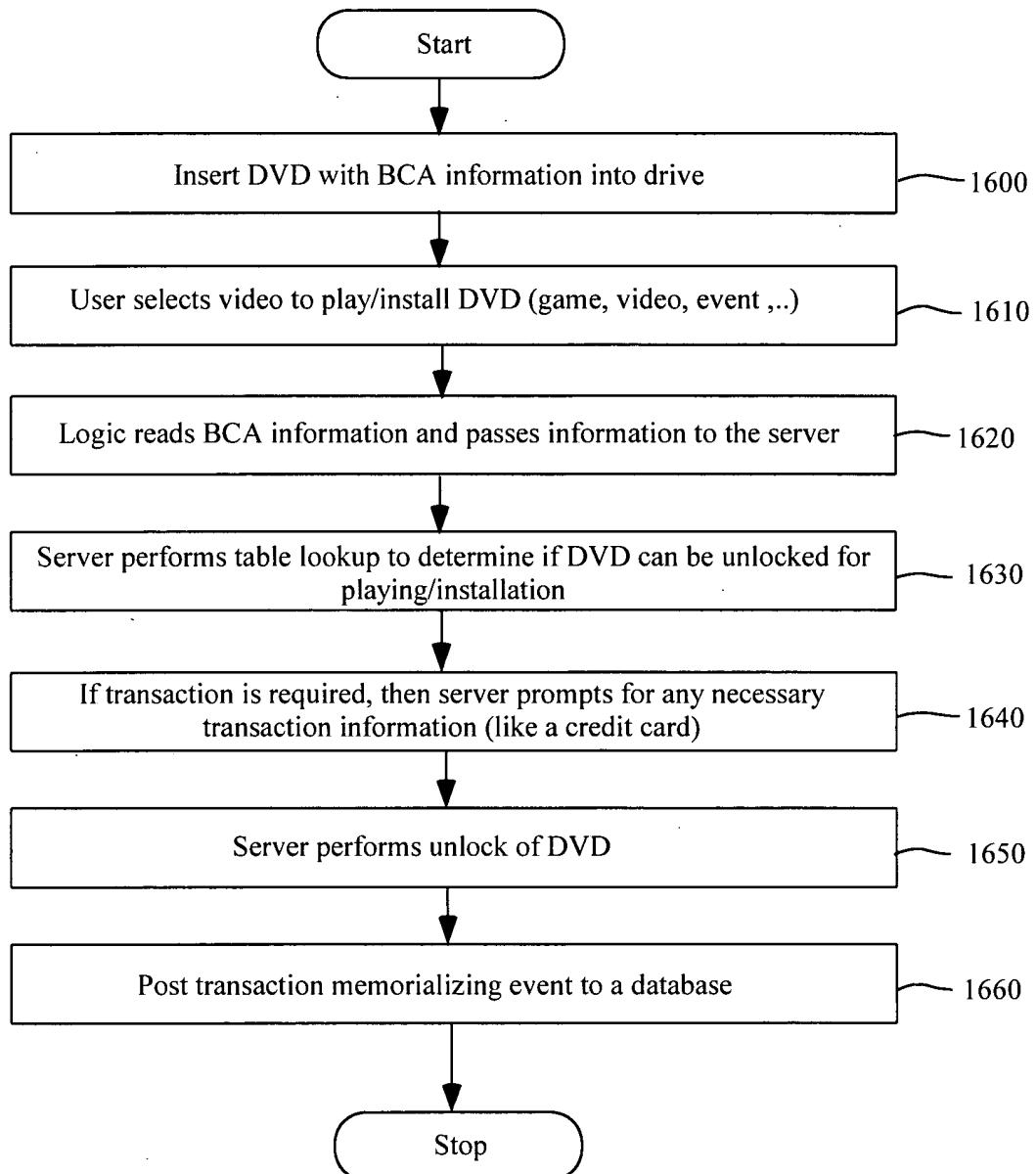


Fig. 16

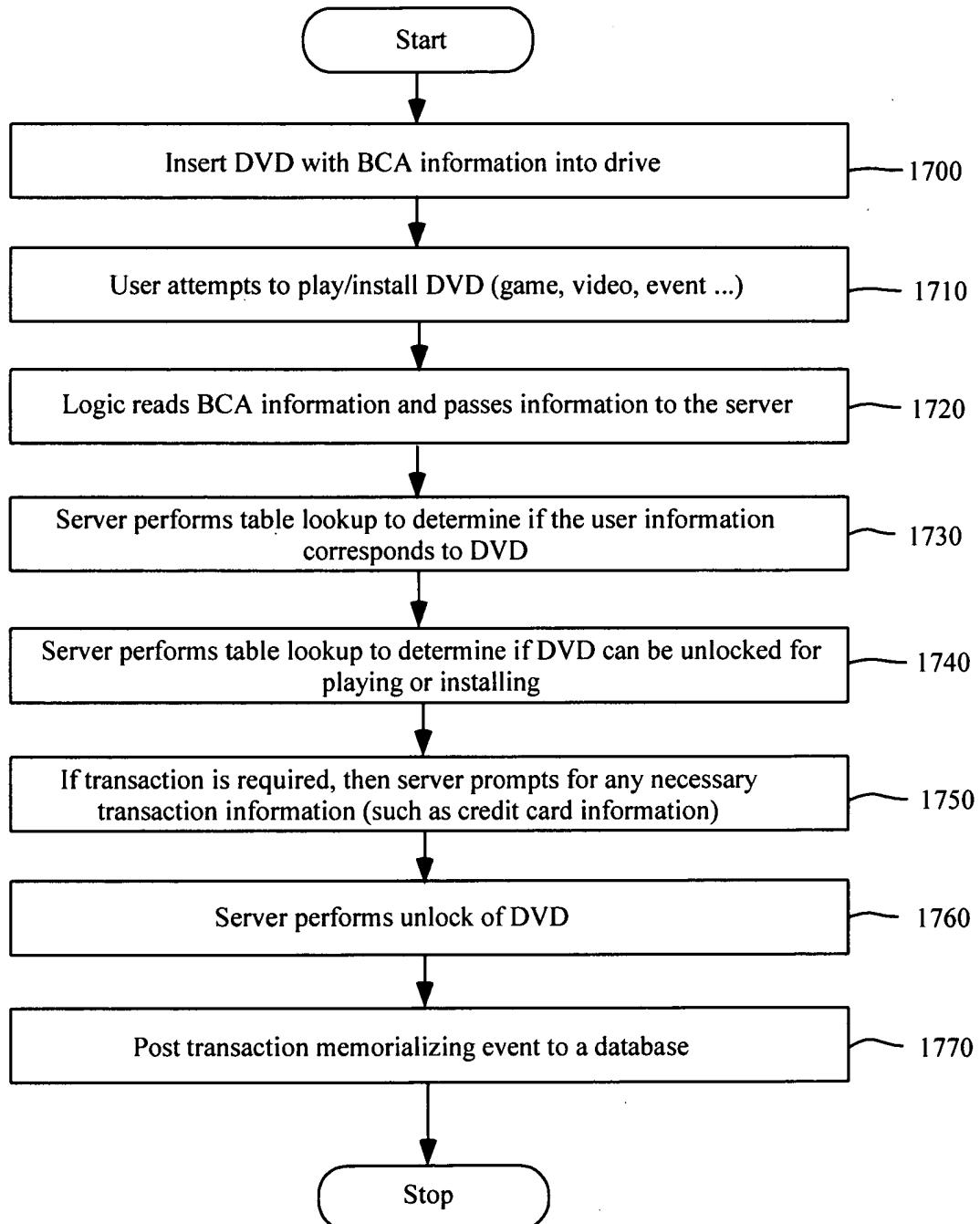


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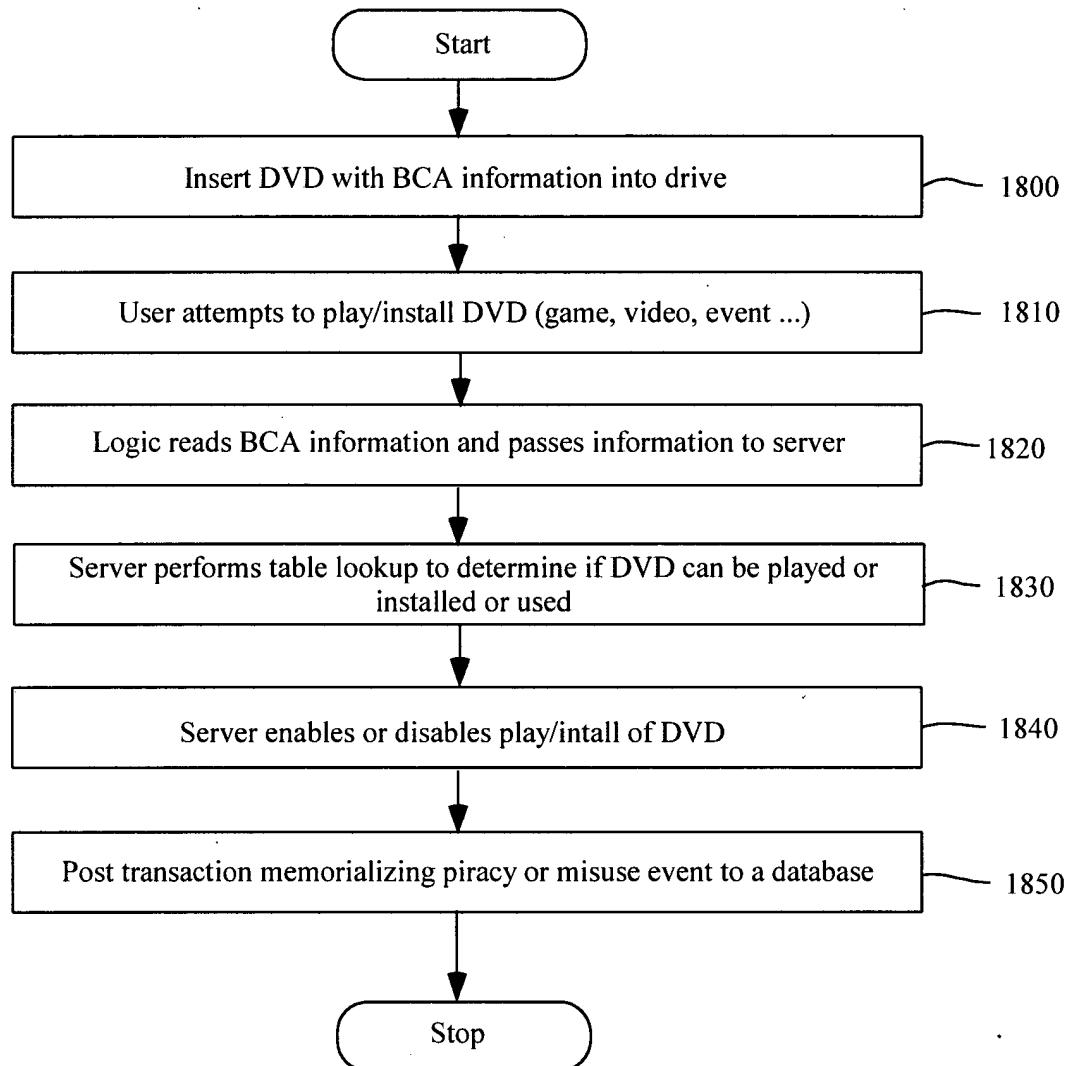


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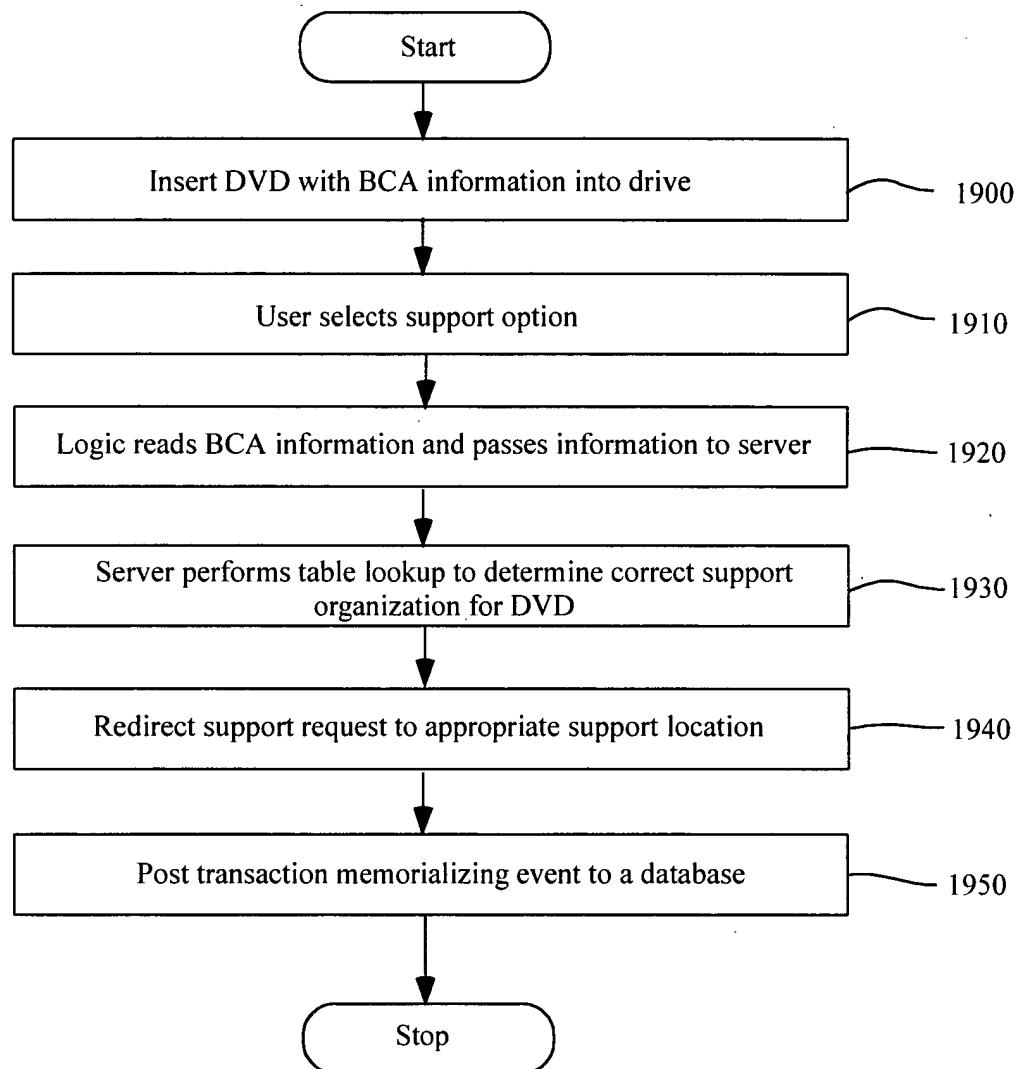


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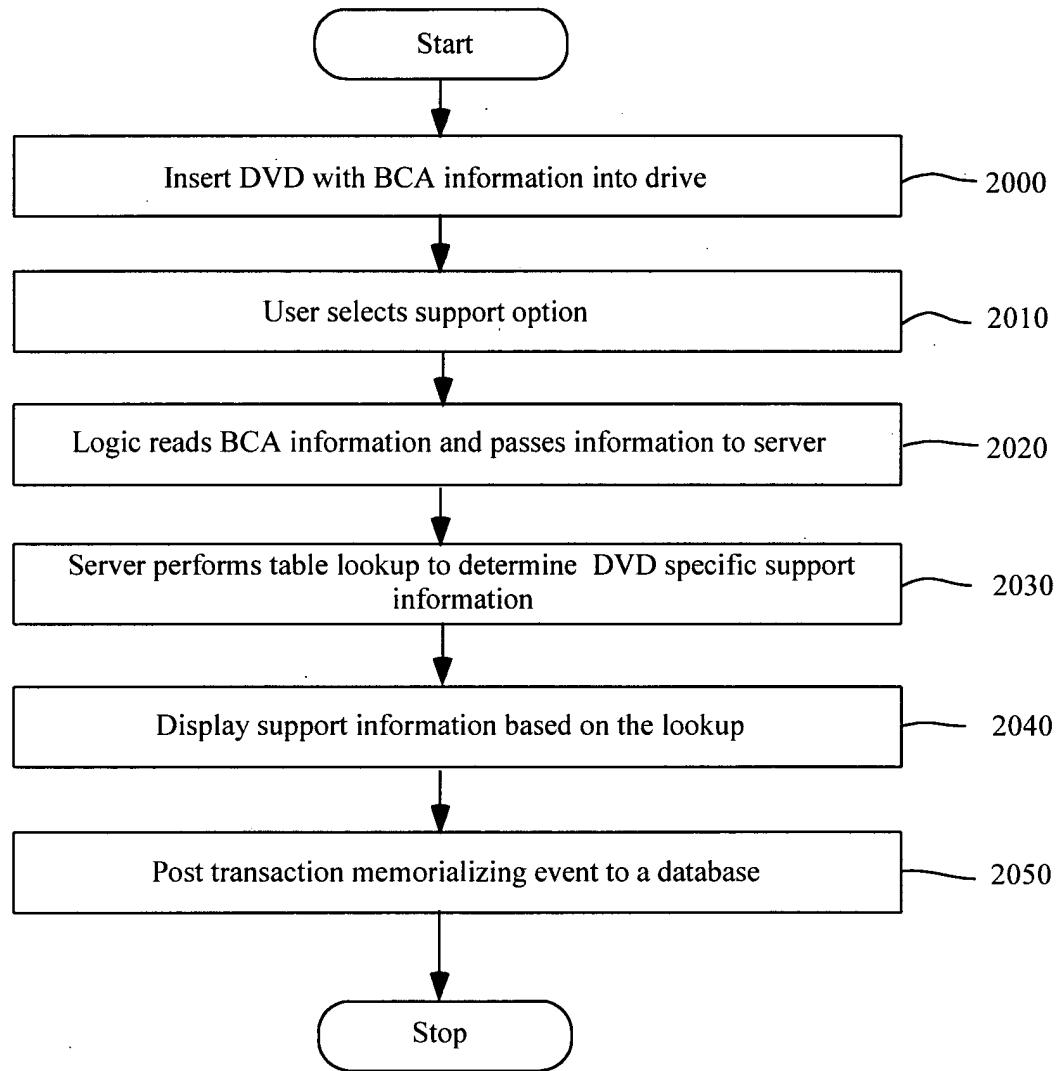


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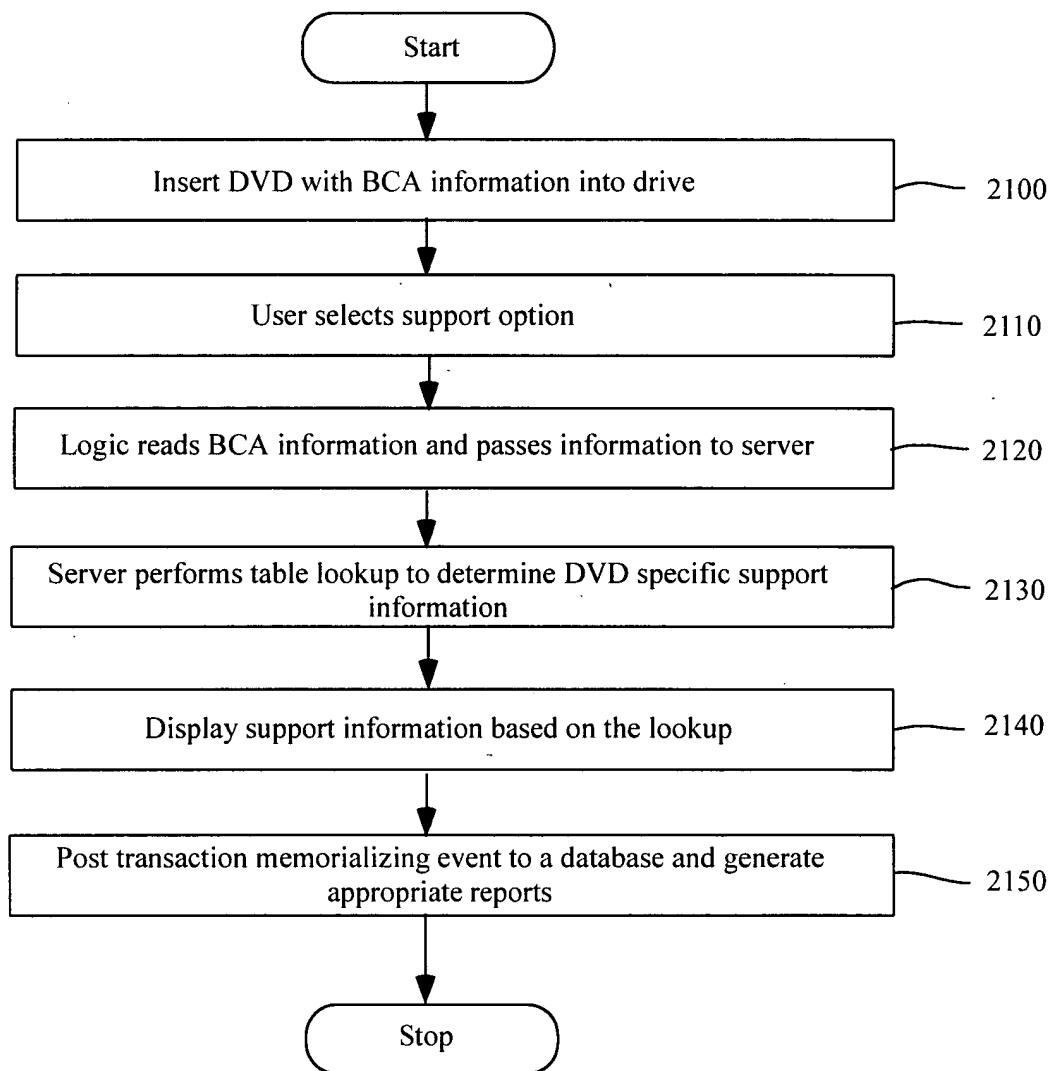


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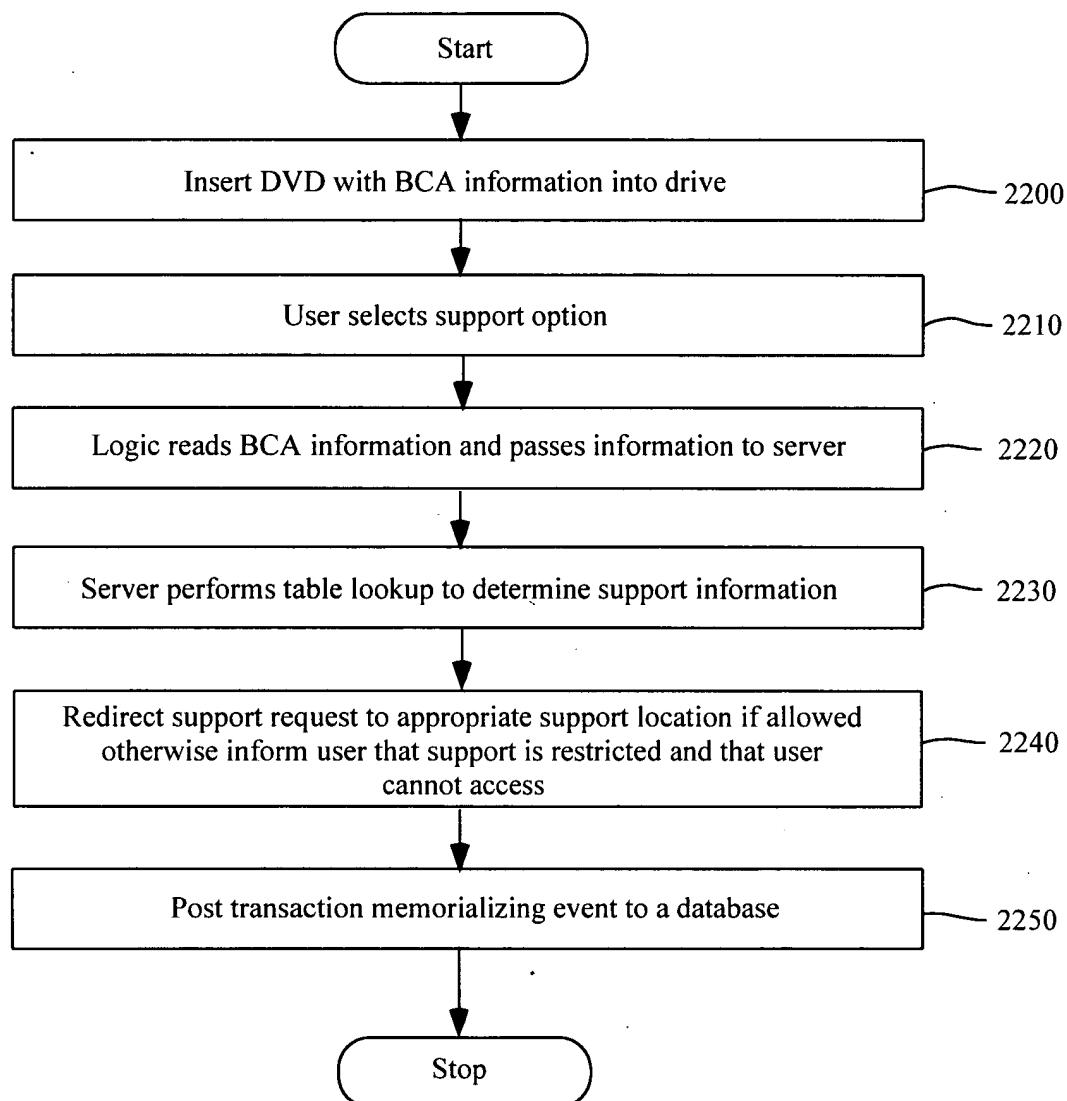
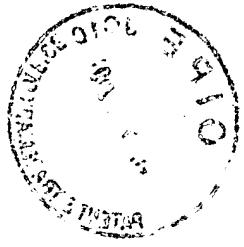


Fig. 22

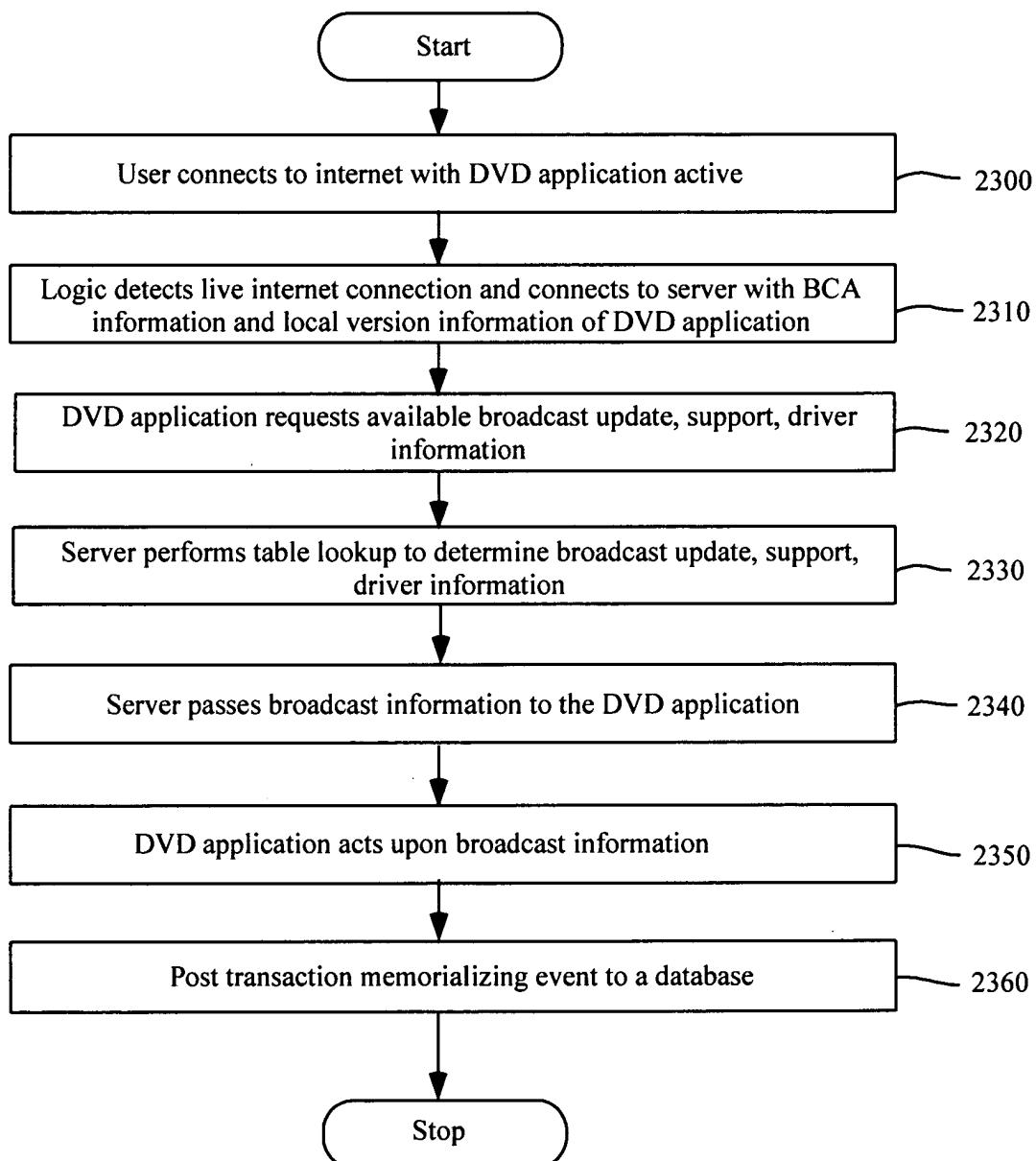


Fig. 23

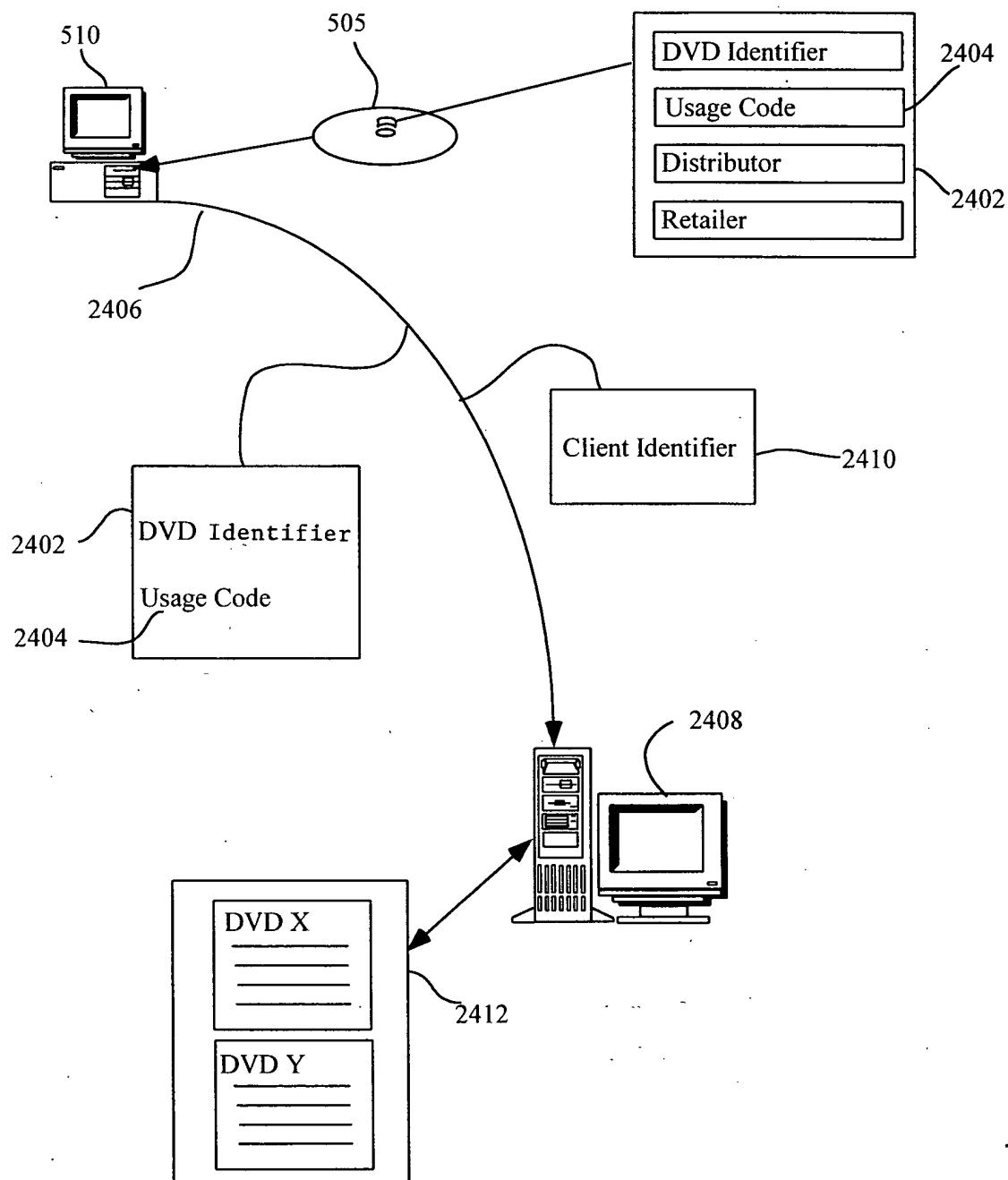


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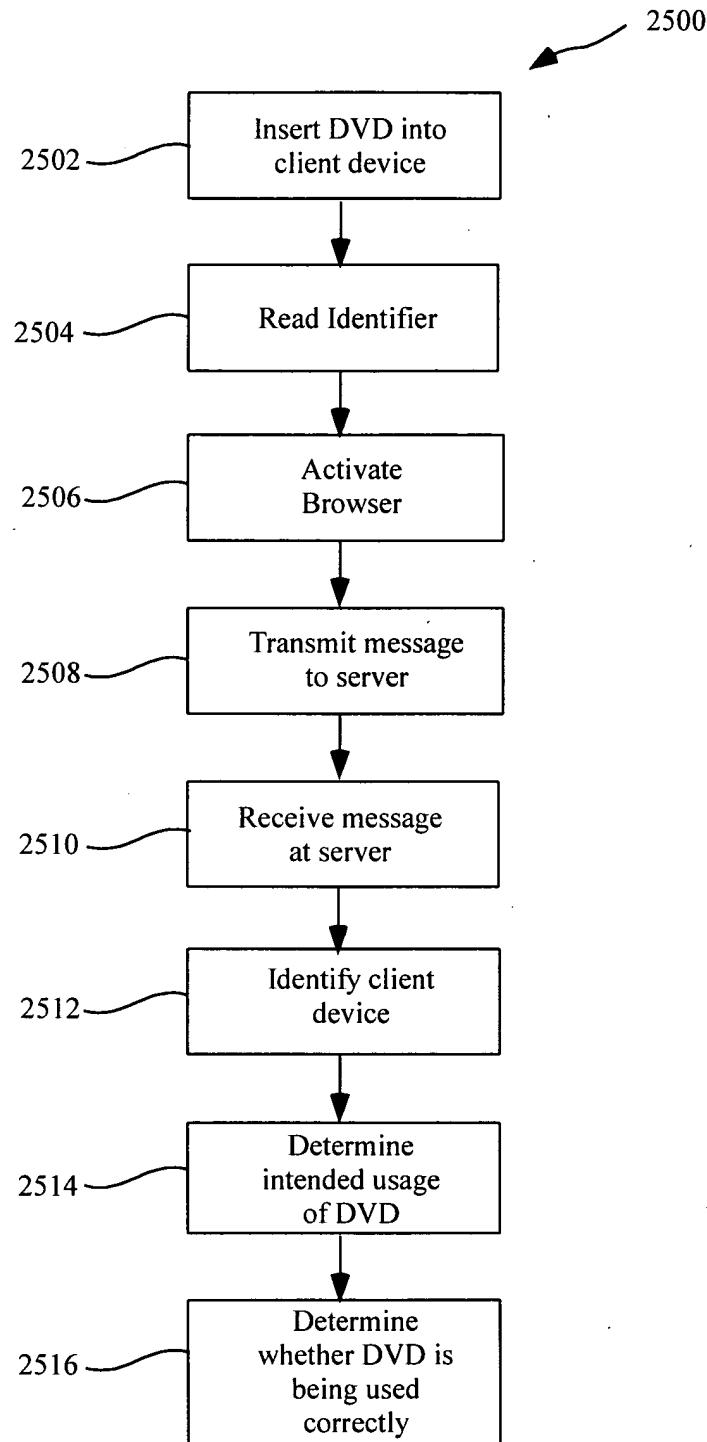


Fig. 25

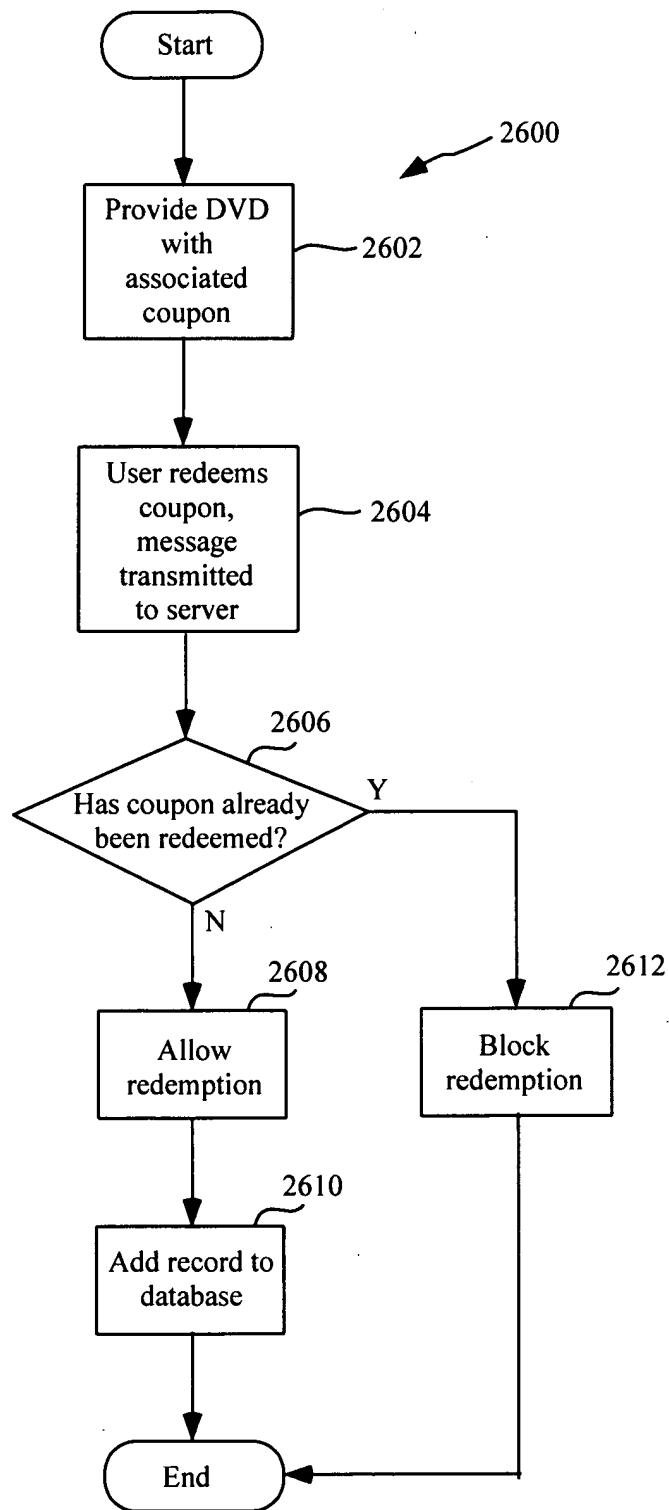


Fig. 26